



**International Conference on Inter Disciplinary Research in Engineering and Technology
[ICIDRET]**

ISBN	978-81-929742-5-5
Website	www.icidret.in
Received	14 - February - 2015
Article ID	ICIDRET015

Vol	I
eMail	icidret@asdf.res.in
Accepted	25 - March - 2015
eAID	ICIDRET.2015.015

A Study About Out Of Home Advertising

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Abstract-In today's media landscape where it's very difficult to shape consumers attitude and intentions and move them to next level of buying process, advertisers find it even more difficult and challenging to break through the clutter of competing advertisement. The advertising industry has experienced dynamic changes over the last several decades. The changes have been good in terms of Technology advancement, Medium and more methods to attract consumers and on Creativity. This study represents how creativity impacted advertising, also understanding the value of creativity in advertising through the review of various literatures. The importance of creativity factor in advertising has got wide recognition by many researchers, practitioner, but there is a miss of true & systematic research to define advertising creativity and how it relates to ad effectiveness. The review study discusses some campaigns that have left their strong impression on consumers. The presented review study tries to come up with some evidence of creativity by reviewing expert views, past literature in advertising, studied advertising campaign and marketing activities. The study discusses different forum on how creativity works, and what makes an ad to travel good or poorly. It summarized the value of creativity in advertising through Expert interviews, published material and related secondary data to understand the logic.

Keywords: Consumers attitude, competing advertisement, advertising campaign, creativity works.

I INTRODUCTION

Any advertising done outdoors that publicizes your business's products and services. Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of your own brick-and-mortar location. Out of home advertising (or OOH advertising) is advertising that reaches the consumer while they are outside the home.

Out of home advertising is focused on marketing to consumers when they are "on the go" in public places, in transit, waiting (such as in a medical office), and/or in specific commercial locations (such as in a retail venue). OOH advertising formats fall into four main categories: billboards, street furniture, transit, and alternative.^[1]

The OOH advertising industry in the USA includes more than 2,100 operators in 50 states representing the major out of home format categories. These OOH media companies range from public, multinational media corporations to small, independent, family-owned businesses.

Outdoor advertising works well for promoting your product in specific geographic areas. While billboards, bus benches, and transit advertising can be very effective for the small-business owner, any successful outdoor campaign begins with your own location's signage. Your outdoor sign is often the first thing a potential customer sees. Your sign should be sufficiently bright and conspicuous to attract attention (without being garish) and sufficiently informative to let prospective customers know what's sold there.

Ride around town and observe which signs catch your eye. Note which ones don't. Then think of the impression each sign gives you. Remember that you never get a second chance to make a first impression, so give this important marketing tool your best efforts. If you're involved in a business that has a fleet of vehicles conducting deliveries or providing a service, your company's name, logo, and phone number should be clearly visible on the vehicles. It's free advertising that allows you to increase your exposure in your market.

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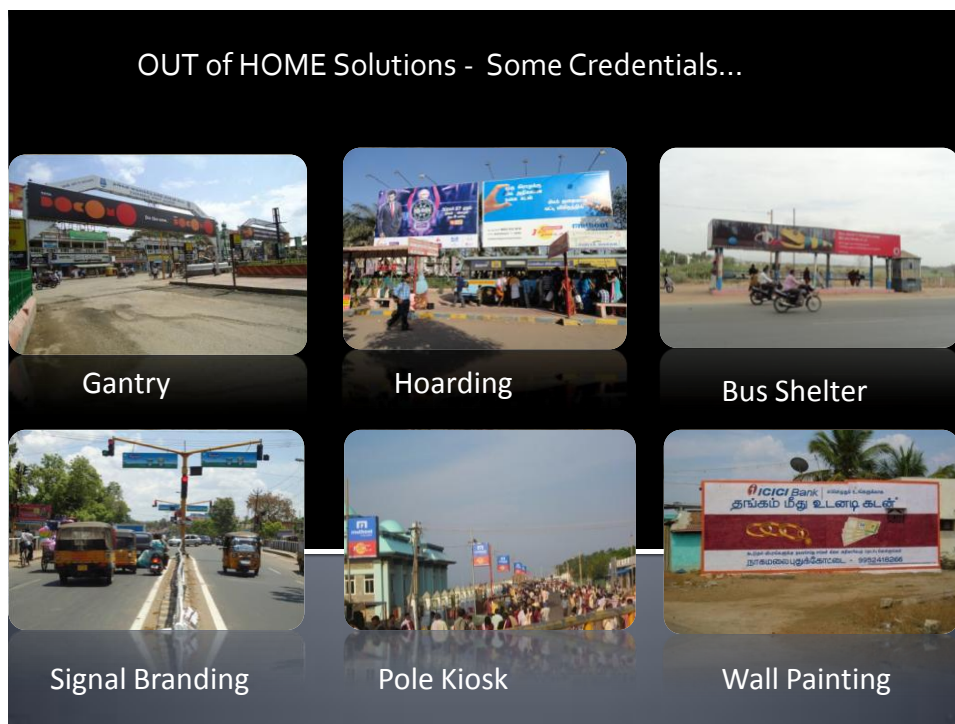
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Cite this article as: P Gurumoorthy. "A Study About Out Of Home Advertising." *International Conference on Inter Disciplinary Research in Engineering and Technology* (2015): 92-98. Print.

Billboards are most effective when located close to the business advertised. Because of their high cost, they're usually used to reach a very large audience, as in political campaigns. They're likely to be too expensive for most small firms, and some communities have strict ordinances governing the placement of billboards. In Vermont, for example, they're prohibited. Bus-bench advertising is an excellent medium because it's highly visible, like a billboard. Essentially, bus-bench advertisers have a huge audience, held captive at red lights or in slow-moving traffic. An account executive of a Los Angeles-based bus bench manufacturing company said that an advertisement on one bus bench at a busy Los Angeles intersection would be seen by 35,000 to 50,000 people per day.

Usually, the advertising consists of simple two-color artwork with your company's name, brief copy describing the product or service, address and phone number. Rates and terms vary depending on the city you're in. Call your city's mass transit department or local bus company to find out who rents advertising space on their bus-stop benches. Some outdoor advertising companies also handle this type of advertising. Transit advertising on buses and taxicabs reaches lots of people, especially commuters. Your ad is highly visible, and market research on transit advertising shows that it's very effective.

Out of home advertising is focused on marketing to consumers when they are "on the go" in public places, in transit, waiting (such as in a medical office), and/or in specific commercial locations (such as in a retail venue). OOH advertising formats fall into four main categories: billboards, street furniture, transit, and alternative. The OOH advertising industry in the USA includes more than 2,100 operators in 50 states representing the major out of home format categories. These OOH media companies range from public, multinational media corporations to small, independent, family-owned businesses.



Billboard advertising is a traditional OOH advertising format, but there has been significant growth in digital OOH (digital billboards and place-based networks) in recent years; for example, about 4,900 digital billboard displays have been installed in the United States.

Traditional roadside billboards remain the predominant form of OOH advertising in the US with 66 percent of total annual revenue. Today, billboard revenue is 73 percent local ads, 18 percent national ads, and 9 percent public service ads. Street furniture is made up of formats such as bus shelters, news racks, mall kiosks, and telephone booth advertising. This form of OOH advertising is mainly seen in urban centers. Additionally, this form of advertising provides benefits to communities, as building and maintaining the shelters people use while waiting for the bus.

Transit advertising is typically advertising placed on anything which moves, such as buses, subway advertising, trackside, food trucks, and taxis, but also includes fixed static and electronic advertising at train and bus stations and platforms. Airport advertising, which helps businesses address an audience while traveling, is also included in this category. Municipalities often accept this form of advertising, as it provides revenue to city and port authorities.

OUT DOOR ADVERTISING CHARACTERISTICS

“Outdoor” advertising includes all forms of advertising that provide exposure out-of doors. These forms may be pictured, written or spoken [Association of National Advertisers, 1952][Agnew, 1985][Nelson & Sykes, 1953]. The most prevalent forms of outdoor advertising are billboards, street furniture, transit and alternative forms. (See table II). [Table II about here] Billboards are the predominant form of outdoor advertising and are further classified into bulletins, 80 sheet posters, 30 sheet posters, wrapped 30 sheet posters, squared wrapped posters, spectaculars and wall murals. Technology has provided outdoor advertisers with myriad options. 5 Most recently, the liberal use of electronics with “outdoor” has created “spectacular” billboards that are more like giant screen televisions, some even with sound.

Street furniture also provides very interesting options for out-of-home media usage. Some of the most prominent forms of street furniture consist of bicycle racks, bus bench / bus shelter advertising, kiosks, sidewalk posters, shopping mall displays, in-store displays and one sheet posters. Transit advertising options in outdoor media revolve around media on transit or places of transit in airports and subway stations, as well as on buses, taxicabs, trains, etc. Advertising on movable type media like taxicabs and trucks has been shown to provide high recall rates. Finally, there is an “alternative” form of outdoor media that comprises almost all options not covered in the above three forms. This is probably the fastest evolving category and includes such options as trash receptacle advertising, airborne displays, digital displays, carton and cup advertising, movie theater advertising and stadium and arena displays.

Outdoors today has the capabilities of reaching an audience on a national scale or on a market-by-market basis [Association of National Advertisers, 1952]. Outdoor advertising has evolved to the extent that it can be almost as useful as some traditional forms of advertising like newspaper, radio and TV. Outdoor is strikingly different from other media in one essential aspect – the medium does not circulate the message to market but the market circulates around the medium, “the medium delivers its message to people on their way to work, play or shop. [Association of National Advertisers, 1952]” For instance, an executive going to work to deal with a full day of computer related problems would probably “look out for” messages from Dell, Hewlett Packet or Epson. It may seem like a trivial distinction, but if one takes into account the psychological frame of mind of people at the time the message is delivered, it is surely a powerful medium to access.

One of the biggest advantages of outdoor medium vis-à-vis other mediums like television or magazines are that “your audience can’t zap, discard or even click away from it.” This medium also differs in that it targets a “market in motion” and thus requires a special technique of presentation. Since the maximum number of words one can effectively use in outdoor advertising is seven [Business Wire, Dec. 4, 2002], there is no room for detailed explanations Outdoor advertising may best serve the purpose of a reminder medium that helps register the brand to achieve a top-of-mind recall when the “want” in the buyer needs to be fulfilled.

OUTDOOR & BUSINESS TO BUSINESS MARKETING

Despite the infrequent mention of outdoors as a medium for industrial advertising, the use of such medium can be very effective. The key characteristic of outdoor ads that give this medium the flexibility for use in business-to-business (BTB) advertising is the ability to deliver the message constantly and consistently to a select (and often very small) target market. Such a constant reminder could be the differentiating factor that enables the “brand to surpass the threshold level of awareness thus achieving meaningful additions in the brand preference share” [Hutt & Speh, 2001]. While a “larger-than-life” billboard could be an effective means of building the brand, outdoor media is also the most localized of all mass media, thus giving the advertisers the freedom to place it appropriately within the vicinity of the target market.



One of the biggest advantages of outdoor medium lies in its affordability when compared to other forms of advertising, especially the forms frequently used in business-to-business marketing. In 1999 outdoor advertising cost about 81 cents per thousand compared to

\$10.40 for a 30 second TV commercial on prime-time network, \$11.03 for a quarter page newspaper ad, and or \$9.14 for a four-color magazine ad [Goodgold, 2003]. 11 The use of outdoor advertising in a business-to-business context is explored next. First, we identify key BTB marketing characteristics and evaluate their implications for the associated use of outdoors as a medium. Second, we examine traditional advertising objectives used in BTB communication strategy and identify the niche that outdoors has the potential to fulfill. Subsequently, we look at the classification of business goods/services and evaluate the conduciveness of these different categories for using outdoor advertising medium. Finally, we conclude by examining the latest technological developments in the field of outdoor advertising and their impact towards its usage in a BTB context.

DIGITAL OUT OF HOME

Digital out of home (DOOH) refers to dynamic media distributed across placed-based networks in venues including, but not limited to: cafes, bars, restaurants, health clubs, colleges, arenas, gas stations, convenience stores, barber shops, and public spaces. DOOH networks typically feature independently addressable screens, kiosks, jukeboxes and/or [jumbotrons](#). DOOH media benefits location owners and advertisers alike in being able to engage customers and/or audiences and extend the reach and effectiveness of marketing messages. It is also referred to as Digital Signage.



The overall industry grew 19 percent to \$8.3 billion between 2011 and 2012 according to Patrick Quinn, CEO and founder of PQ Media, a Connecticut-based research and consulting firm. Quinn said gas station television is one of the largest and fastest growing segments of that category, based in part on its verifiable audience. With digital TVs in gas stations, nearly 52 million customers are getting snippets of weather, sports highlights, celebrity gossip and commercials with their gas each month, according to Nielsen. The weekly reach is actually larger than most of the prime-time TV shows. The largest company in the space is Gas Station TV with 27.5 million monthly viewers at more than 1,100 stations across the U.S., according to Nielsen. In addition to the large number of viewers, the audience profile of TVs at gas stations is unique. 100 percent are drivers. 76 percent are adults from age 18-49 with a median age of 40 and Median HHI \$70k+. According to the Nielsen Intercept Studies, 89 percent of the consumers are engaged and watching TV at the gas station and 88 percent love watching every time they fuel because they have nothing else to do.



The reason that this category is growing so rapidly is because busy people are typically busy at home and with the introduction and acceptance of digital video recorders, it has diluted the frequency with which traditional television commercials are viewed. Every day

more TV viewers are skipping past commercials with their DVRs which in turn has made out-of-home advertising all the more appealing. A Nielsen media research study in 2009 showed that 91 percent of DVR owners skipped commercials. As a result, traditional TV advertisers are hungry for an effective substitute, and digital out-of-home ads appear to be one of the solutions.

DOOH also includes stand-alone screens, kiosks, and interactive media found in public places. The availability of inexpensive LCD screens with built-in media players has opened the door for companies to add interactive video messages in Point of Purchase (POP) Displays. The displays allow consumers to get additional information at the moment of decision on a product or service. Growth in the DOOH industry has been increasing in 2009, with more POP manufacturers, advertisers, and content developers moving to digital.

NON DIGITAL OUT OF HOME

Since digital signage content may be frequently and easily updated, and also because of the interactive abilities available through the accompanying employment of real-world interfaces such as embedded touch screens, movement detection and image capture devices which enable these forms of signage to understand who and how users are interacting with them, they are gaining acceptance as an alternative to static signage.

One specific use of digital signage is for out-of-home advertising in which video content, advertisements, and/or messages are displayed on digital signs with the goal of delivering targeted messages, to specific locations and/or consumers, at specific times. This is often called "digital out of home" or abbreviated as DOOH. Vinyl decals allowing use of windows, on a side and rear advertisement for alcohol on a Berlin bus



Non-digital out-of-home refers to other types of media distributed across physical spaces. These are

Aerial Advertising - Towing banners overhead of beaches, events and gridlock traffic via a fixed wing aircraft ^[11]

Airship Advertising - An airship can provide one of the physically largest out-of-home advertising platforms.

Billboard bicycle - Billboard bicycle is a new type of mobile advertising in which a bike tows a billboard with an advertising message. This method is a cost efficient, targeted, and environmentally friendly form of advertising.



Billboard Bicycle in East Coast Park, Singapore

Bulletin - Bulletin billboards are usually located in highly visible, heavy traffic areas such as expressways, primary arteries, and major intersections. With extended periods of high visibility, billboard advertisements provide advertisers with significant impact on commuters. This is the largest standard out of home advertising format, usually measuring at 11x48 in overall size

Bus advertising - Firmly establish brand awareness and generate quick recall with high profile exposure near point of purchase locations.

Commuter rail display - Reaches a captive audience of upscale suburban commuters. Additionally, reaches lunch-time patrons, shoppers and business professionals.

ComPark advertising - ComPark is a device used for car park advertising; which is placed onto the parallel lines of a bay and is able to gain instant exposure from motorists that have just parked their vehicle. The ComPark also serves as a guide to assist motorist in adhering to the parking bay size.

Lamppost banner advertising - Lamp columns are sited everywhere, allowing advertisers and events to use banners to target precise geographical locations and create massive promotional awareness.

Mobile billboard - Mobile billboards offer a great degree of flexibility to advertisers. These advertisements can target specific routes, venue or events, or can be used to achieve market saturation. A special version is the inflatable billboard which can stand free nearly everywhere. This product can also be used for outdoor movie nights.



Mobile inflatable billboard

Postcards - Free advertising postcards available in venues such as cafes & bars, arts & cultural institutions, universities and high schools. Postcards are taken from a specially designed display unit with signage indicating the postcards are free for the general public to take.

Poster - Target local audiences with these billboards, which are highly visible to vehicular traffic and are ideal for the introduction of new products/services. Marketers use posters to achieve advertising objectives and increase brand awareness by placing multiple units in strategic locations while lowering the cost per thousand impressions. This is a standardized poster format, typically measuring 12'3" x 24'6"; formally known as a 30-Sheet Poster

Premier panel - Premiere panels combine the frequency and reach of a poster campaign with the creative impact of a bulletin.

Premier Square - Bright top and bottom illumination on a premiere panel provide extra impact after dark.

Street advertising - The use of pavements and street furniture to create media space for brands to get their message onto the street in a cost-effective approach.

Taxi advertising - Taxi advertising allows advertisers to highlight their products, whether brand awareness, or a targeted message, directly to areas where people work, shop, and play.

II CONCLUSION

We aimed to analyze the impact of new forms of advertising on current society. We determined that technology is causing an arms race between consumers and advertisers. Furthermore, we determined that amateur-generated advertising and fan culture provides opportunities to change creative motivations, which leads to an increasing dependence on the consumer to create content for the advertiser. Lastly, we determined that technology caused consumers to have more power to dictate what ads they wanted to see, thus forcing advertisers to change their advertising strategies and business models. This is the present. With the increased prevalence of

advertisement, what will happen to advertising in the future? Will all advertisements become advertisement Will the line between advertising and entertainment permanently blur. At this point, we cannot tell; however, we know that structural forces will play an incredibly large role in the process of change.

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